

The Power of Influence: Black Lives Matter Movement

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Background:

- ▶ In 2013, George Zimmerman was found not guilty for the death of 17-year-old, Trayvon Martin. Moments after the jury's decision was announced, individuals within the Black community took to the streets of Florida with protest signs and broken hearts.



#BlackLivesMatter

Literature Review:

- In early 2016, The Guardian began tracking the deaths of Black individuals living in the U.S. In 2016 alone, their research determined that approximately 258 Black individuals were killed by U.S police officers.

A recent Pew Research Center survey conducted Feb. 29-May 8, 2016, found:

- 40% of White individuals express support for Black Lives Matter
- 28% White individuals say they oppose Black Lives Matter
- 65% of Black individuals support the movement
- 41% of Black individuals strongly support it
- 12% of Blacks say that they oppose the movement

RQ: What is the relationship between one's exposure to the Black community, age group, personal race or ethnicity, and support of the Black Lives Matter Movement?

Questionnaire: 23 Questions

Have you, at some point, heard of the Black Lives Matter Movement?

1. Definitely yes
2. Probably yes
3. Neutral/Unsure
4. Probably not
5. Definitely not

Do you have a positive opinion of the Black Lives Movement?

1. Definitely yes
2. Probably yes
3. Neutral/Unsure
4. Probably not
5. Definitely not

Agree/Disagree Questions:

The Black Lives Matter Movement is effective in achieving racial equality.

1. Strongly agree
2. Agree
3. Somewhat agree
4. Neutral/Unsure
5. Somewhat disagree
6. Disagree
7. Strongly disagree

The Black Lives Matter Movement has prevented police officers from doing their job.

2. Agree
3. Somewhat agree
4. Neutral/Unsure
5. Somewhat disagree
6. Disagree
7. Strongly disagree

News-related Questions:

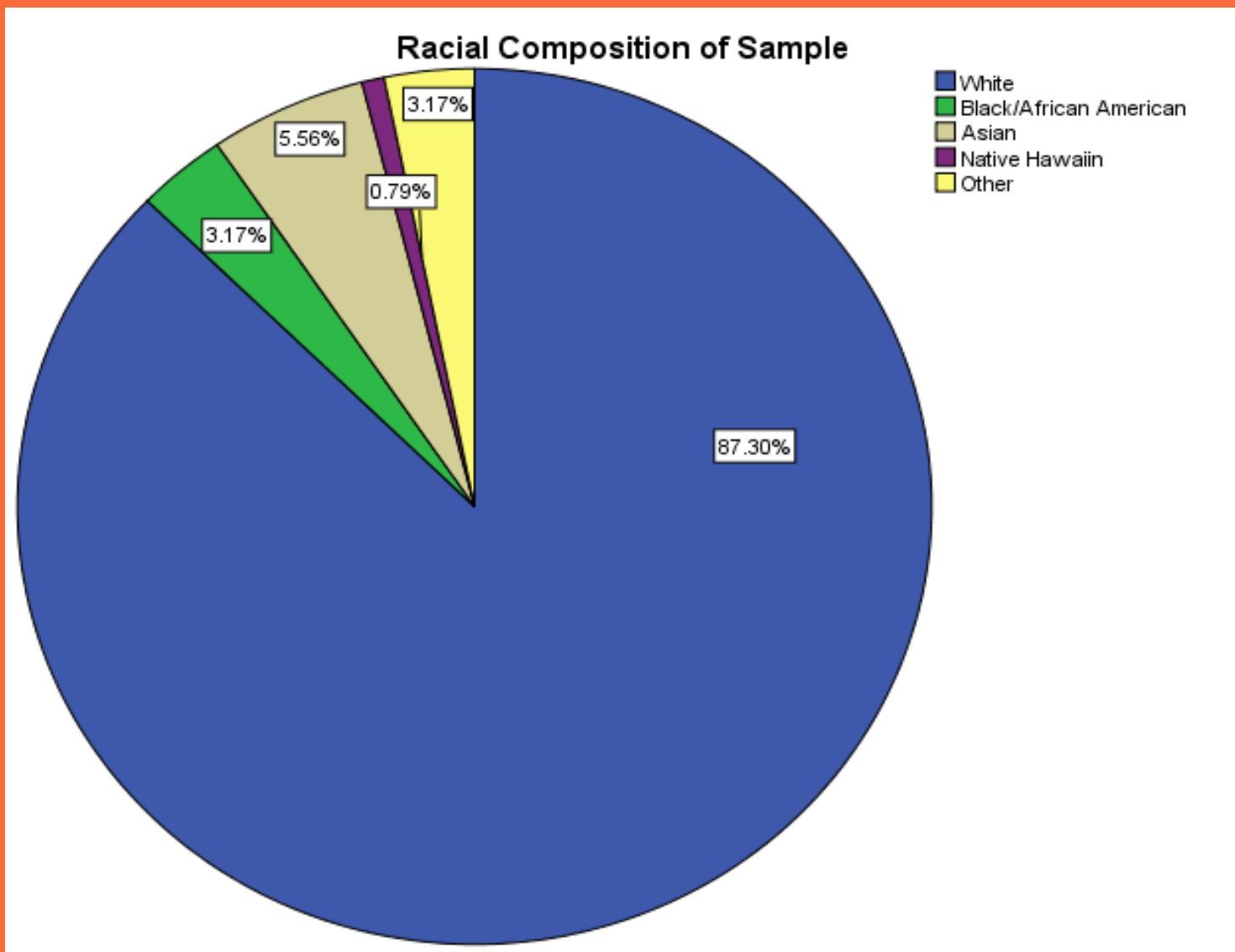
Which news source do you rely on the most?

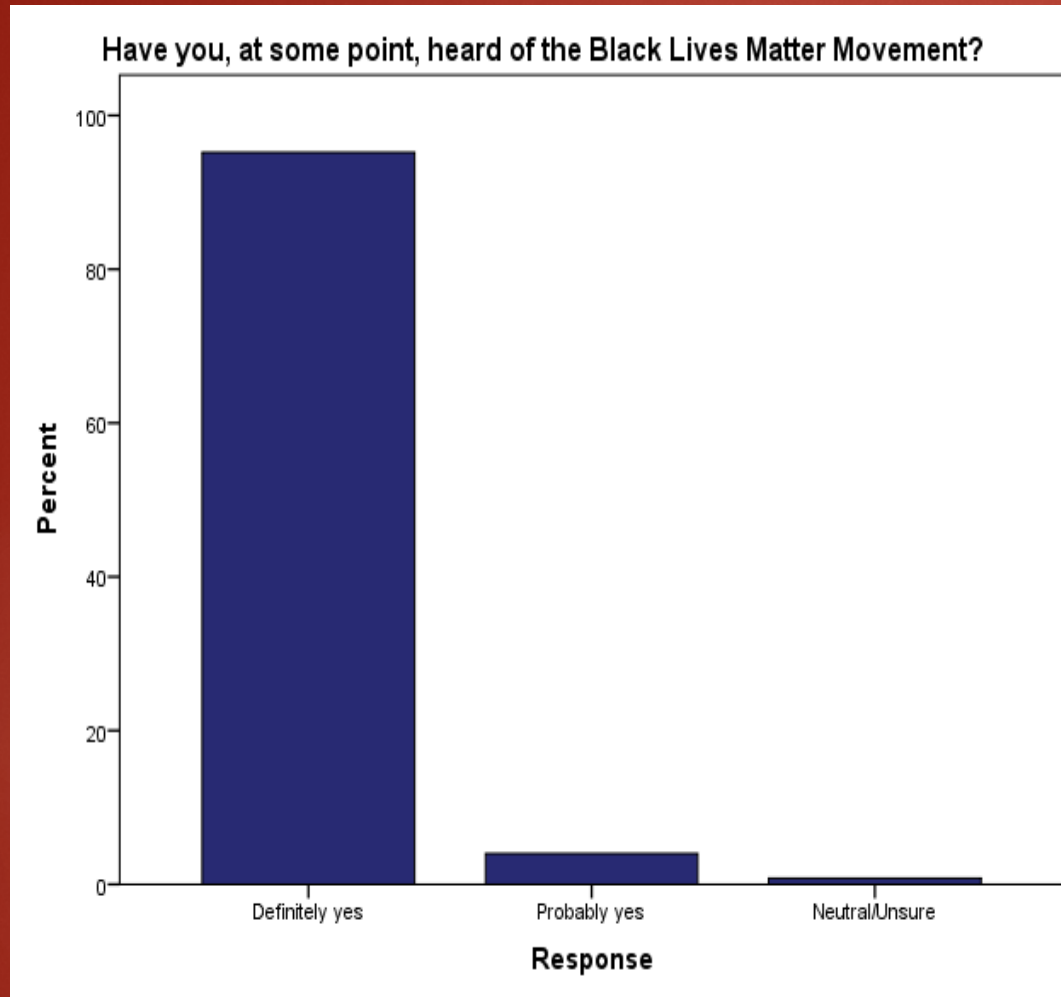
1. CNN
2. MSNBC
3. Fox News Channel
4. Facebook
5. CNBC
6. Bloomberg Television
7. NPR

On average, how often do you watch or listen to a local or national news station?

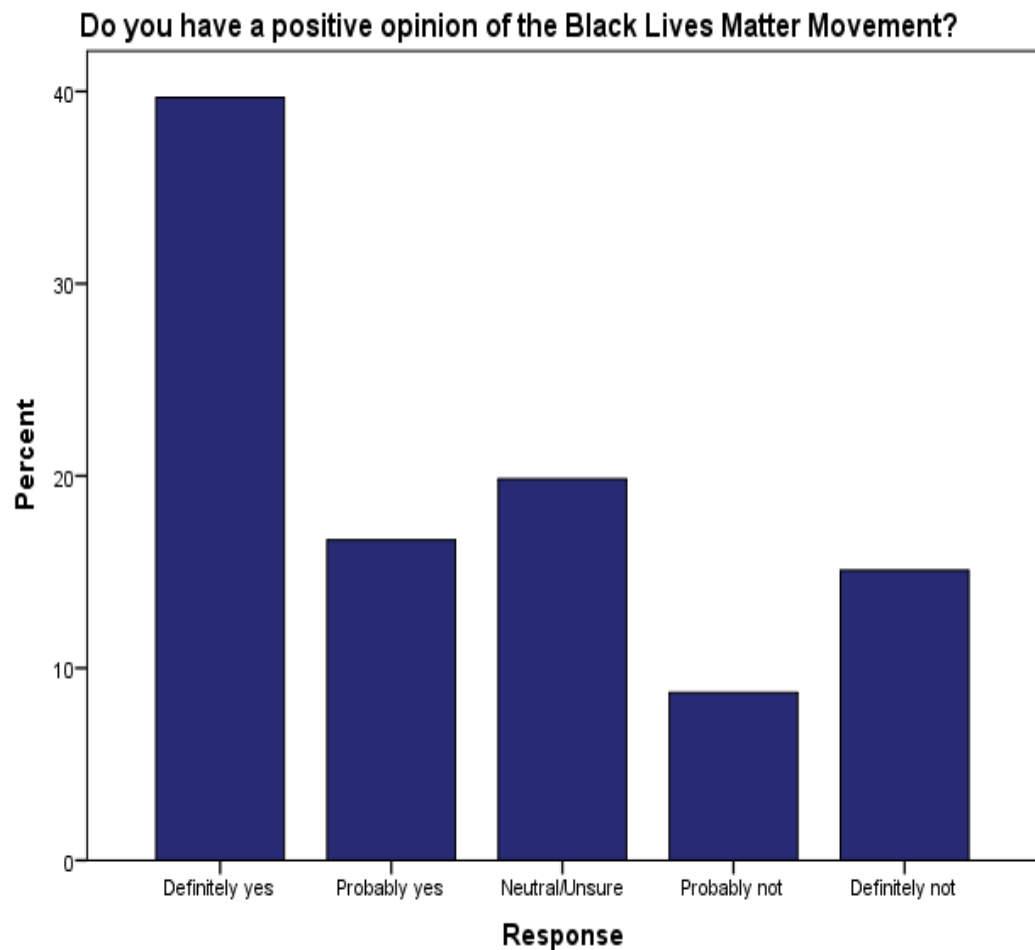
1. Daily
2. 4-6 times a week
3. 2-3 times a week
4. Once a week
5. Never

RESULTS:

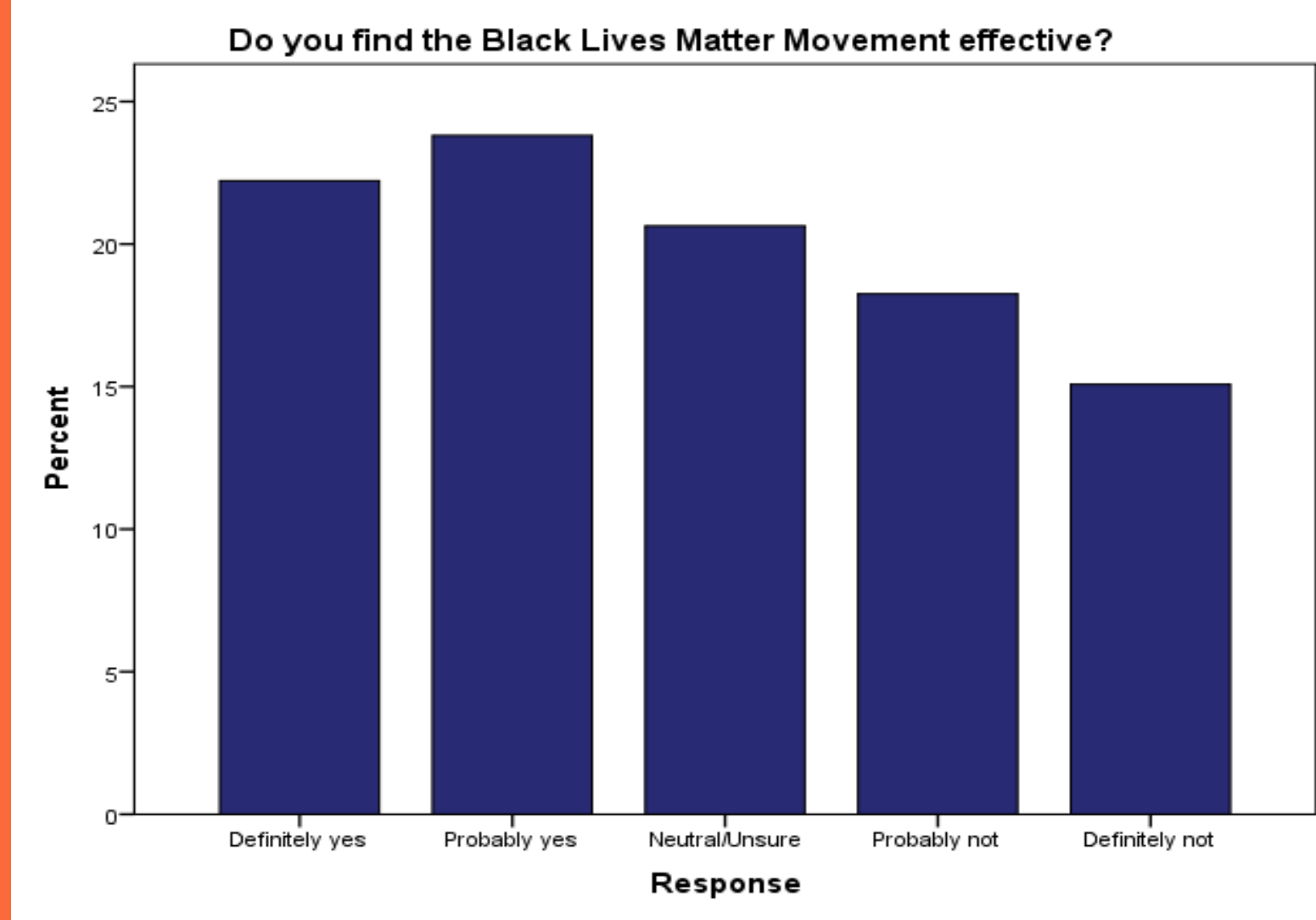




- MAJORITY OF PARTICIPANTS HAVE HEARD OF THE BLACK LIVES MATTER MOVEMENT



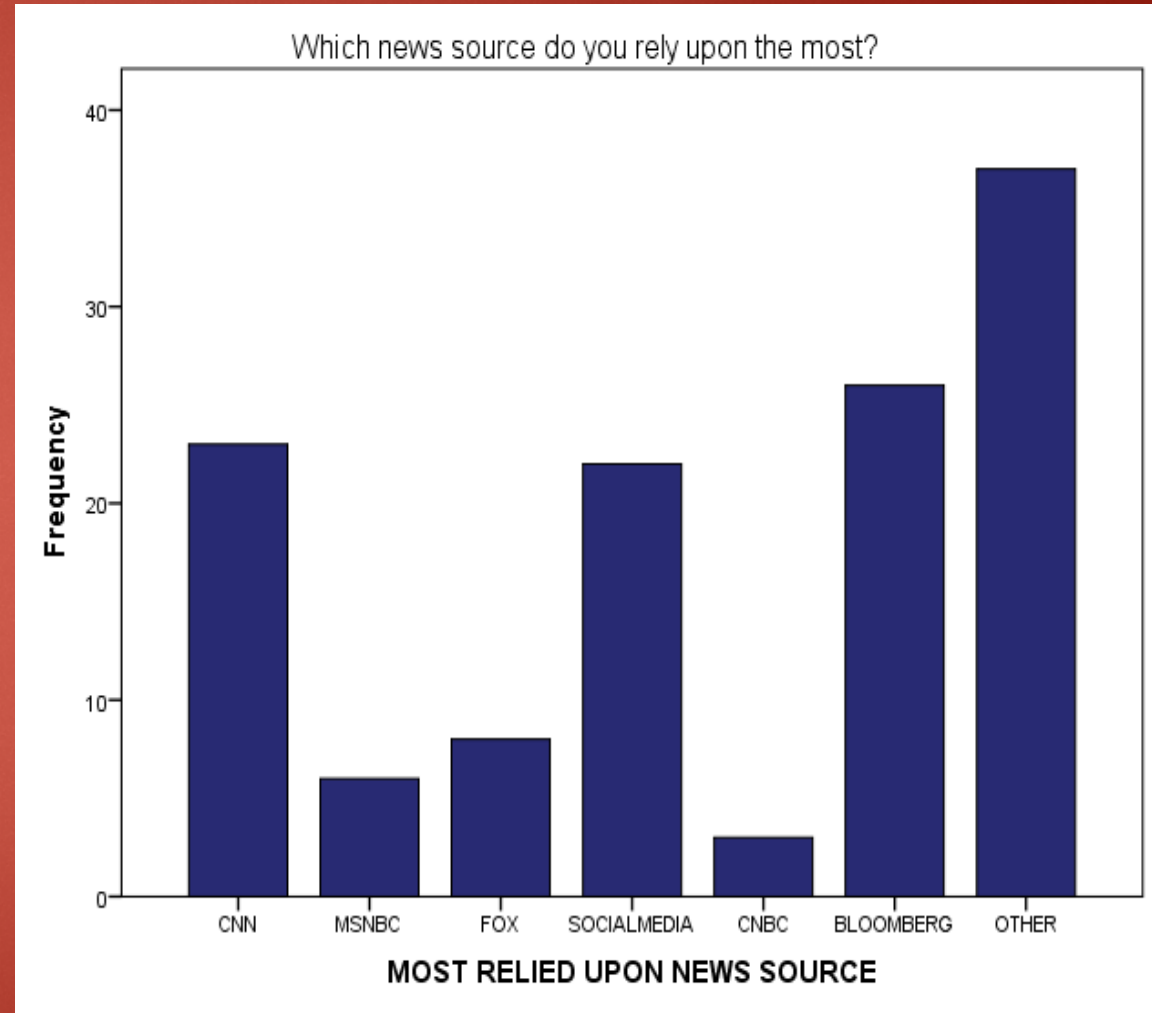
- MAJORITY OF PARTICIPANTS HAVE A POSITIVE OPINION OF THE BLACK LIVES MATTER MOVEMENT



Which news source do you rely upon on the most?

1. CNN
2. MSNBC
3. Fox News Channel
4. Facebook
5. CNBC
6. Bloomberg Television
7. NPR

1=CNN, 2=MSNBC, 3=FOX, 4=social media, 5=CNBC, Bloomberg, 6=other



Correlations			
		AGEGROUP	BLM_SCALE
AGEGROUP	Pearson Correlation	1	.374**
	Sig. (2-tailed)		.000
	N	128	126
BLM_SCALE	Pearson Correlation	.374**	1
	Sig. (2-tailed)	.000	
	N	126	126
**. Correlation is significant at the 0.01 level (2-tailed).			

There is a positive relationship between age group and negative news of the BLM. Essentially, as age increases, so do negative views of BLM.

RQ: What is the relationship between one's exposure to the Black community, age group, personal race or ethnicity, and support of the Black Lives Matter Movement?

Expectations:

- Appalachian region; subtle racism or lack of support for the BLM was expected.
- I knew the majority of my participants were White. Therefore, I expected a decrease in support for the BLM based off the Pew Research Center study.
- I expected the majority of my participants to be somewhat educated.
- I expected to see a strong correlation between one's most relied upon news source and support for the BLM.

Discussion:

- There was an overall, general, support of the BLM.
- The majority of my participants were White.
- The majority of my participants had received at least a high school diploma; most of them, however, had a Bachelor's Degree.
- There was not a direct correlation between one's most relied upon news source and support for the BLM.
- There was a direct correlation between one's age and support for the BLM.

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